PLANNING YOUR NATIONAL APPRENTICESHIP WEEK EVENT

Hosting a National Apprenticeship Week Event is a great way to draw attention to your apprenticeship program. Get started now to create a successful event that not only showcases your program but can be used as a tool for recruitment and retention of aspiring apprentices.

Shine a light on your potential apprenticeship program and give apprentices the opportunity to learn more about your business, visit your facilities and network with leaders in their field of interest. Don’t forget to invite community leaders to attend and share information about your companies’ activities.

For helpful handouts and sample event materials, visit: Dol.gov/apprenticeship/naw/event-kit.htm
1. **PLAN**

Ways to celebrate National Apprenticeship Week.

- Graduation
- Open house
- Career fair
- Skills competition
- Industry roundtable

Take your event idea to the next level with a well thought out strategy.

- Choose event type, date and time
- Recruit and coordinate volunteers, speakers and entertainment
- Create an event agenda
- Create event materials (programs, flyers, handouts, nametags) can be found at Dol.gov/apprenticeship/naw/event-kit.htm
- Develop a targeted invite list

2. **PROMOTE**

Get the word out about your event. Ensure maximum attendance and social media reach.

- Create an event on Facebook
- Send out invitations (key stakeholders, elected officials, media, community members, local schools, etc.)
- Write and send out a news release with information about your event
- Create flyers and promotional handouts for your event
- Create social media posts for Facebook, Instagram and Twitter
- Post on social media live during the event (Facebook/Instagram stories, live stream, engage your Twitter feed) using the hashtags #NAW19 and #ApprenticeshipWorks

3. **ENGAGE**

Execute your event and ensure engagement from your event attendees.

- Host your National Apprenticeship Week event
- Post photos to social media and evaluate your event with staff and volunteers
- Follow up with attendees via email to address any questions
- Invite attendees to future events

4. **EVALUATE**

Assess and enhance the overall effectiveness of your event.

- Recap and evaluate your event with your team
- Monitor social media activity and response to your event
- Collect any assets such as photos or videos to use in promoting your event next year
- Send a post-event survey to attendees and analyze the responses
- Write a recap of your event for your blog or social media
- Create a list of goals for National Apprenticeship Week 2020

Follow Apprenticeship Minnesota on social media to stay up to date about announcements and local events during National Apprenticeship Week.

- [ApprenticeMN](#)
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**LET US KNOW!**

Planning an event for NAW19 in Minnesota? Contact us at dli.apprenticeship@state.mn.us. We can help with guidance and promotion.